

CABINETRY PLUS, INC.

After 19 years in the custom cabinet industry, Dale Kufahl decided to start his own company with a “goal” of improving upon what he had learned from his previous job. The “goal” turned out to be Cabinetry Plus, Inc. The business is located on State Road 60 in Columbus, Wisconsin and was started by Dale in 1998.

Cabinetry Plus provides custom cabinets and millwork items to residential home builders. Products include custom kitchen cabinets, entertainment centers, bookcases, custom fireplace mantels, and interior millwork. The company also does measuring at the job-site of the home builders as well as installation of cabinets. All the products, except millwork, are manufactured in Columbus and then delivered to the customer. Interior millwork is purchased from wholesale vendors and delivered to job sites.



Cabinetry Plus’s management team brings a vast amount of knowledge to the business as well as a strong client base. Dale’s basis for starting the company was that no one in the industry was doing a very good job of providing quality products and providing great customer service and that, along with his management team, they could do a better job.

In 2001, SBA was able to assist Dale with a 504 loan to help finance the construction of the facility housing Cabinetry Plus and again in 2004 to purchase automated finishing equipment to expand and improve their finishing operation.

The biggest competition the business has is companies that sell “box cabinets” such as The Home Depot and other kitchen design stores. Their strengths are pricing methods and advertising. Cabinetry Plus has decided not to try to compete on price but to compete on service, quality and value of the products. They do this by providing custom products on a timely basis and provide installation at a fair price.

Dale and Cabinetry Plus contribute to the community by donating hard wood lumber to local schools for use in their woodworking classes. Also, Dean Mathwich, Dale’s manufacturing manager is on the Wood Techniques Advisory Committee for Cabinet Making & Millwork programs at MATC Madison bringing his expertise to the board. This board decides how to structure woodworking classes and also oversees these classes.

Dale originally began the business with eight employees and now has thirty. This represents the steady growth Dale has experienced and he plans to continue this growth as the market necessitates.

Dale’s employees are highly skilled and enjoy woodworking. Dale realizes that the company’s strength lies in these employees and their desire and dedication to have the company succeed. Dale’s original vision for his employees was “to make a good living, have fun and be proud of the company they work for.” That vision is still in place.

SBA is proud to have been able to be of assistance to Dale in the success of Cabinetry Plus, Inc. Dale seems to have found the right formula for the success of Cabinetry Plus and continues to grow.